

**BRAND SATISFACTION TOWARD REPURCHASE
INTENTION WITH AFFECTIVE COMMITMENT AND
CONTINUENCE COMMITMENT AS MEDIATOR
VARIABLES**

FINAL PROJECT

To achieve Management Degree of Economics and Business Faculty



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INAUGURATION PAGE

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COMMITMENT AND CONTINUENCE COMMITMENT AS MEDIATOR VARIABLES.

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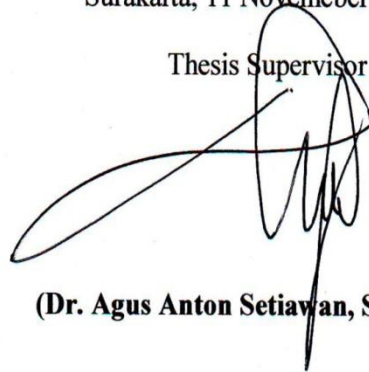
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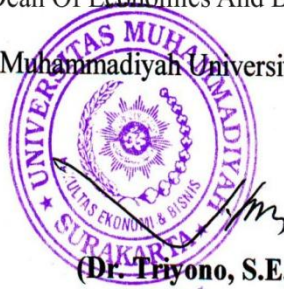


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ORIGINALITY STATEMENT OF THESIS

I hereby PAMULA MAHARDHIKA, stated that the thesis entitled: "BRAND SATISFACTION TOWARDS REPURCHASE INTENTION WITH AFFECTIVE COMMITMENT AND CONTINUENCE COMMITMENT AS MEDIATOR VARIABLES " is original of mine. I hereby state that in this paper there is no part written by others partially or entirely. By the way wiht copyig or imitating any form of letters or symbols that show ideas or opinions or thoughts of another author as if the writing is mine, and / or there are no parts or the whole text that i copy, imitate, or I took from the writing of others without giving the original author recognition.

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That makes the statement,



(PAMULA MAHARDHIKA)

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MOTTO

The purpose of knowledge is giving, then the true knowledge is reflected in the life not stay in the head. (Imam Syafi'i)

The one who loves to be honest will get three things are trust, love and respect (Ali bin AbiTalib Caliph)

The luck can be efforted

Our life is not just ours, contribute to other enormously, it will proof that we have ever lived

DEDICATION

Verily, with hardship there is relief (Qur'an 94:6)

Thanks to Allah SWT because of Your mercy and guidance the final project finally have been realized. The ayah above reflects whatever I have done and experienced during final project process. Because after many obstacles I faced finally I meet easyness. Day and night I give my whole strength and mind to tackle any problem in my final project. Oftenly I stress because nearly nothing friend to tell my difficulty. Thanks to my parents who have supported me, my sister and brother, Mr Jono and Mr Sigit who assistant of Nikmat Rasa Depot, also my friends Baskoro that only one my classmate and Rizal Adhim who also gave spirit in my bad day, whole lecturer, advisor, dean, rector of Surakarta Muhammadiyah University. Hopefully my final project with your cooperation can make you proud someday if I become successful later. Once again thanks for thousand from me to you all. Without your help will be hard to me to realize this final project.

PREFACE

Alhamdulillah to Allah SWT and thanksgiving for the gifts and graces bestowed on him, so that I can finish my final project with the title "Brand Satisfaction Toward Repurchase Intention With Affective Commitment And Continuence Commitment As Mediator Variables "Preparation of this paper is intended to comply with one graduated at the Faculty of Economics and Business Management Muhammadiyah University of Surakarta.

In this writing my thesis, the author does not in spite of various obstacles. To the authors would like to express my gratitude to:

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7. Mrs. Yani and Mrs. Woro, who gave advice and criticism as well as assistance to the author in this final project research.

8. All others who have helped in the making of this final project

The author realizes that this thesis has many flaws so I expect criticism, suggestions, and constructive feedback, which is useful for the perfection of this thesis in future

In conclusion, authors hope this final project writing is beneficial for all.

Surakarta, 11 November 2013

A handwritten signature in black ink, appearing to be 'Pamula Mahardhika', with a stylized, flowing script.

PAMULA MAHARDHIKA

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ABSTRACT

Brand Satisfaction towards Repurchase Intention with Affective commitment and Continuence commitment As Mediator Variables

Pamula Mahardika

The main purpose of this study to examined the extent to which affective comitment and continuence commitmet serve as mediator of brand satisfaction-repurchase itention relationship. This study replicated from (Fullerton 2005) entitled the impact of brand commitmen on loyalty to retail service brands . As object of this study is . “NIKMAT RASA” The collected samples only reached 61 out of 100 sample spreaded and classified into gender,age, job and education level. This study found that both of mediators variables are partial mediation or not significantly mediated. Using hierachical regression analysis.

Keywords: *Brand Satisfaction, Repurchase Intention , Affective Commitment, Continuence Commitment.*